

MAZDA

*"Not the name of a thing
but the mark of a service"*



GENERAL ELECTRIC
COMPANY

ALBANY

STREET

NEW YORK



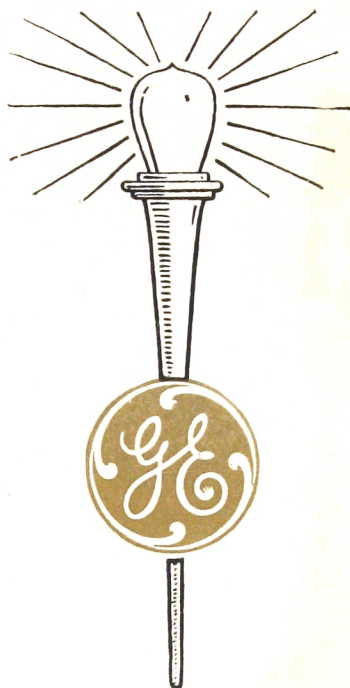
ALBANY
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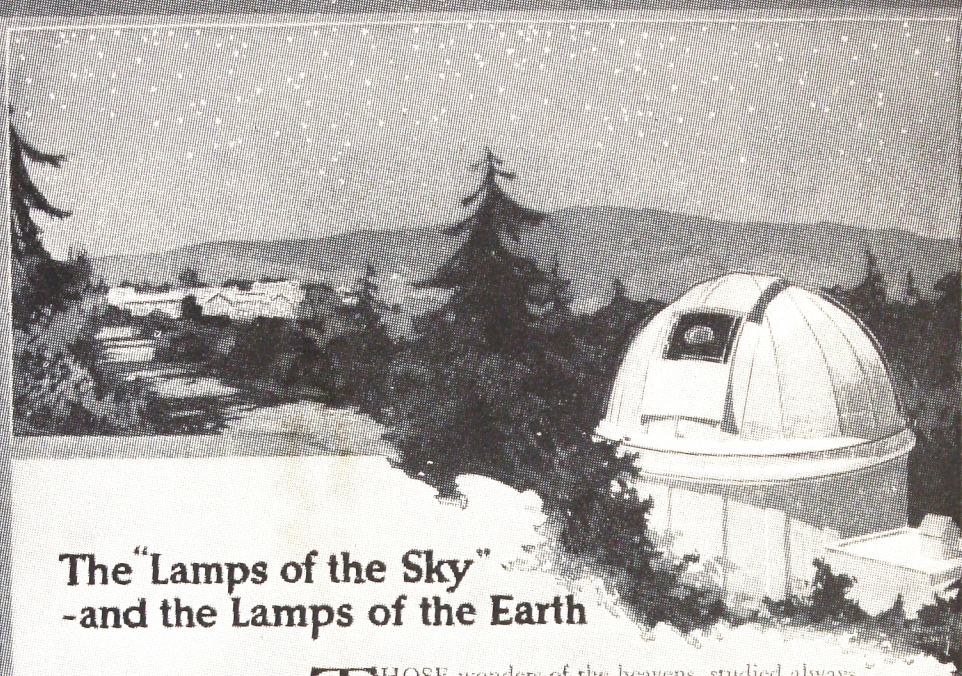
"Not the name of a thing but the mark of a Service"



General Electric Company
Schenectady, N. Y.

MAZDA

Not the name of a thing, but the mark of a Service



The "Lamps of the Sky" -and the Lamps of the Earth

THOSE wonders of the heavens, studied always by a multitude of astronomers, have been unfolded more rapidly because the scientists have *worked together*, comparing and sharing their individual discoveries.

In electric lighting the same principle of multiplying brain power is exemplified in MAZDA Service to manufacturers.

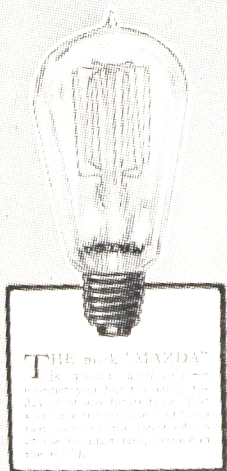
The sum of accomplishment in electric lighting science shines today in the MAZDA lamp, which at the present time gives from *three to six times as much light* as old style carbon lamps at the same cost for electricity.

To *carry forward* their work on the great world-problem of the best and cheapest light, the distinguished technical experts in the Research Laboratories of the General Electric Company at Schenectady are pursuing ceaseless investigation and experiment. In their selective labors they are not only sharing the advantages of individual research and discovery in this country but are keeping in close touch also with great experimental laboratories of Europe.

MAZDA Service means that the Research Laboratories are furnishing the fruits of the sustained investigation at home and abroad to the factories of the General Electric Company and of other Companies entitled to receive this Service and the progressive results of this service to manufacturers are embodied only in lamps that are marked MAZDA.

So that the mark MAZDA on an incandescent lamp means today, *and will always mean*, the operation of this important manufacturing aid—the concentration in this lamp of the latest and best thought of the world's masters of light.

GENERAL ELECTRIC COMPANY 



A Typical Advertisement of the MAZDA Campaign in
Popular Magazines



The Headquarters of MAZDA Service, the Research Laboratories of the General Electric Company at Schenectady, N. Y.

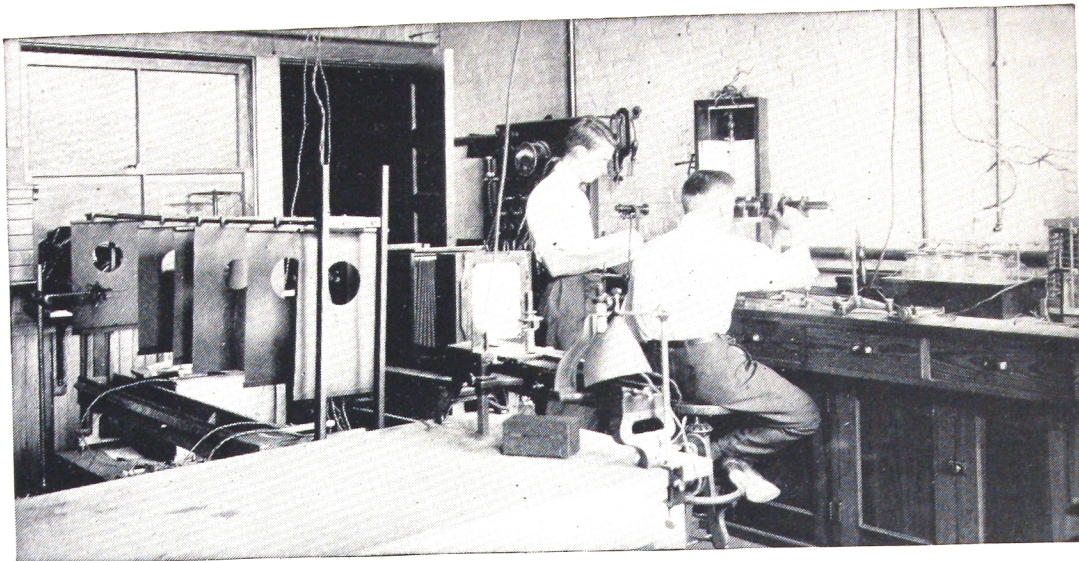
MAZDA

"Not the name of a thing but the mark of a Service"

IF YOU could collect in one place all the experience and knowledge of the three or four dozen leading factories that make the majority of all the electric incandescent lamps used in the world, you would learn nearly all there is to know of the manufacture of incandescent lamps. If, to this same place, at the same time, you could bring together all the new developments, inventions and improvements wrought out and thought out in the dozen largest lighting, research and lamp development laboratories here and abroad, you would know fairly accurately just what form the incandescent lamp of tomorrow could and should take.

"But," you may say, "no one man could do all that."

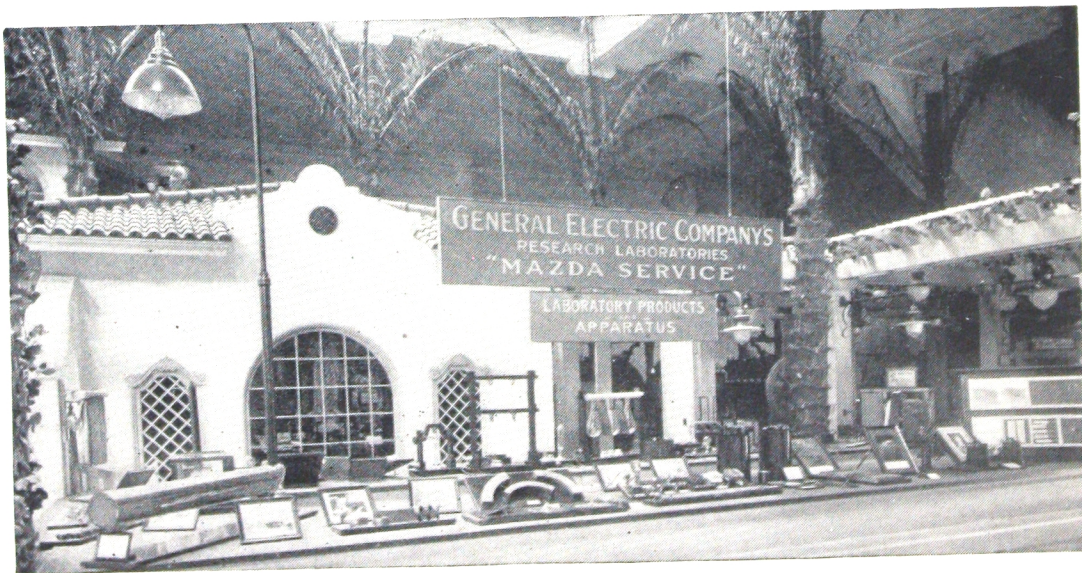
True. Nevertheless it could be done if you could bring together in that one place enough lighting experts and scientists whose business it was to do just that.



Interior of One of the Many Laboratories that Contribute the Results of Their Investigations to MAZDA Service

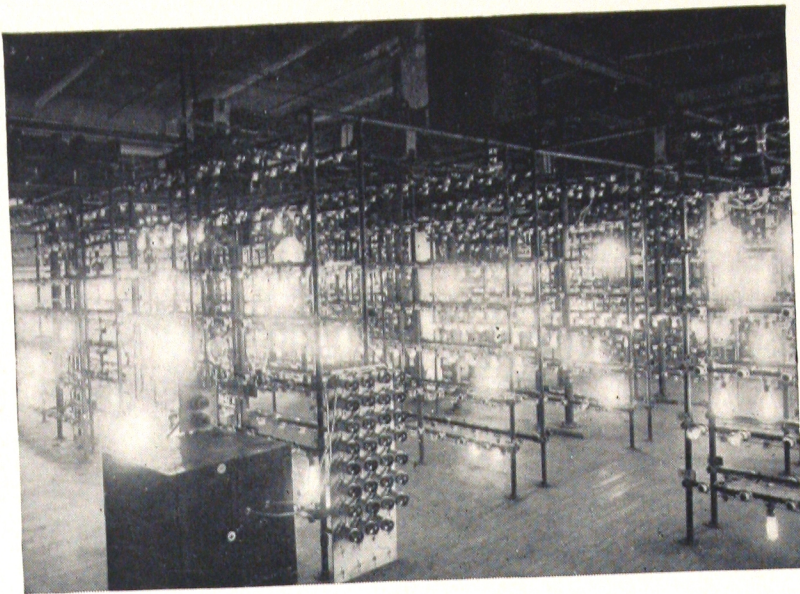
And this is exactly what is being done today in the Research Laboratories of the General Electric Company at Schenectady, the headquarters of MAZDA Service. Here is a corps of the foremost illumination experts of our time, assisted by specialists in every branch of science, engaged in constant research, unceasing study and systematic analysis of the important developments of the entire lighting industry.

Again you may ask, "What does this MAZDA Service do with this unparalleled fund of information?" Every bit



The MAZDA Service Exhibit of the General Electric Company in the Palace of Manufactures of the Panama-Pacific International Exposition, San Francisco

of knowledge thus gained is carefully analyzed and the approved results distributed to every manufacturer entitled to mark his lamps MAZDA. MAZDA, therefore, is "Not the Name of a Lamp but the



A Life Test of MAZDA Lamps to Determine the Average Number of Hours that Lamps Will Burn in Actual Service

Mark of a Service" which enables each MAZDA manufacturer at once to bring to bear on the quality of his lamp the combined experience of the whole lamp making industry. This Service thus makes it possible for each MAZDA manufacturer to make the most serviceable and, at the same time, the most efficient lamp possible to produce.

All lamps made under this Service are always identified by the Service Trade Mark MAZDA, even though they may



Constant Experiment in Lamp Development Often Requires the Blowing of Special Glass Bulbs by Expert Workmen in the Research Laboratories

also bear any one of many manufacturing or selling trade names. This is your assurance when you buy a lamp marked MAZDA—whether you buy it today or at any future time—that you have the incandescent electric lamp that sums up the latest efforts of the broadest lamp Service in the world.

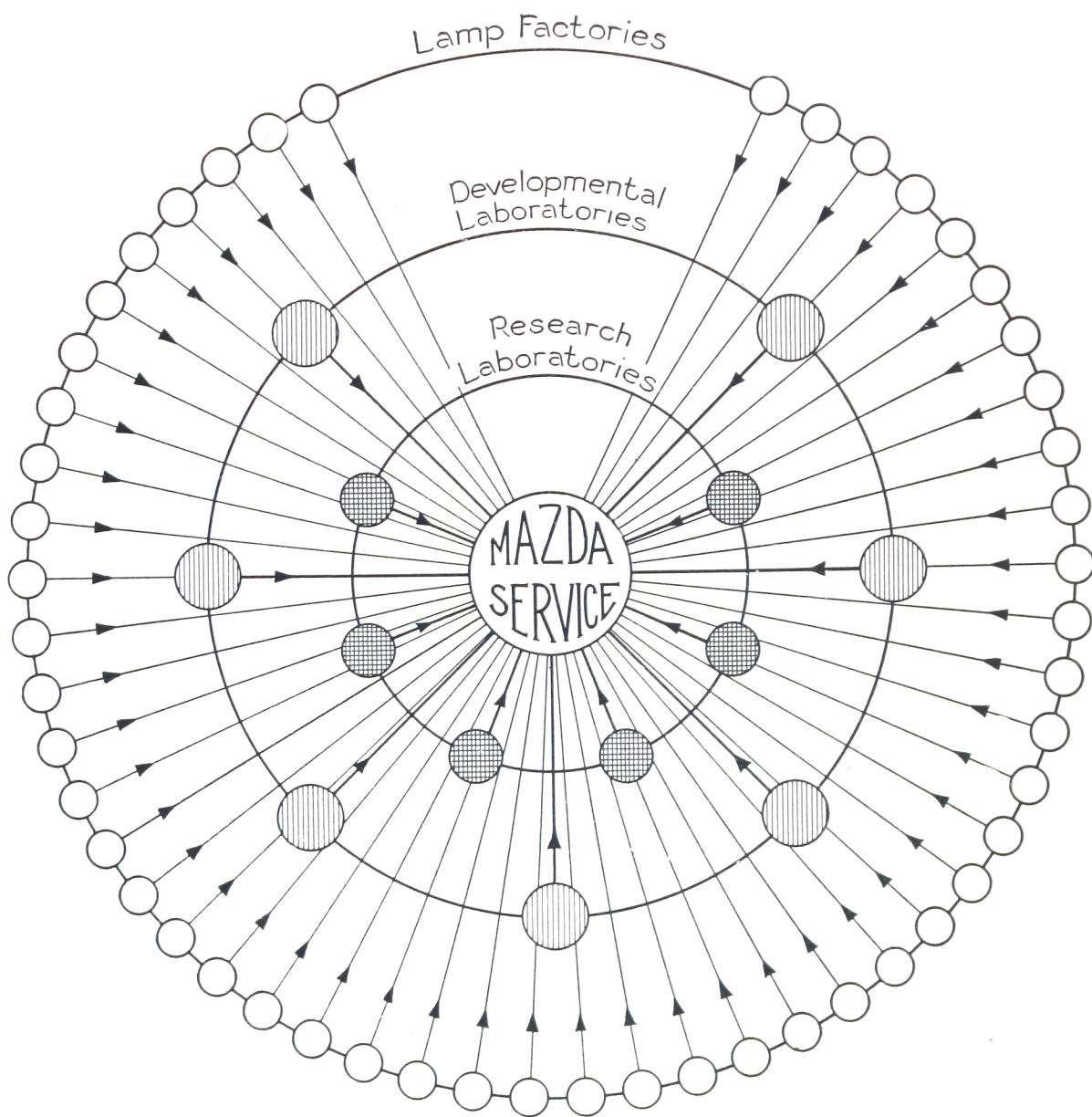


Chart Showing How MAZDA Service Gathers Information

From half a hundred different sources, here and abroad, from the leading lamp factories and from the largest developmental and research laboratories, are gathered the MAZDA improvements in incandescent lighting

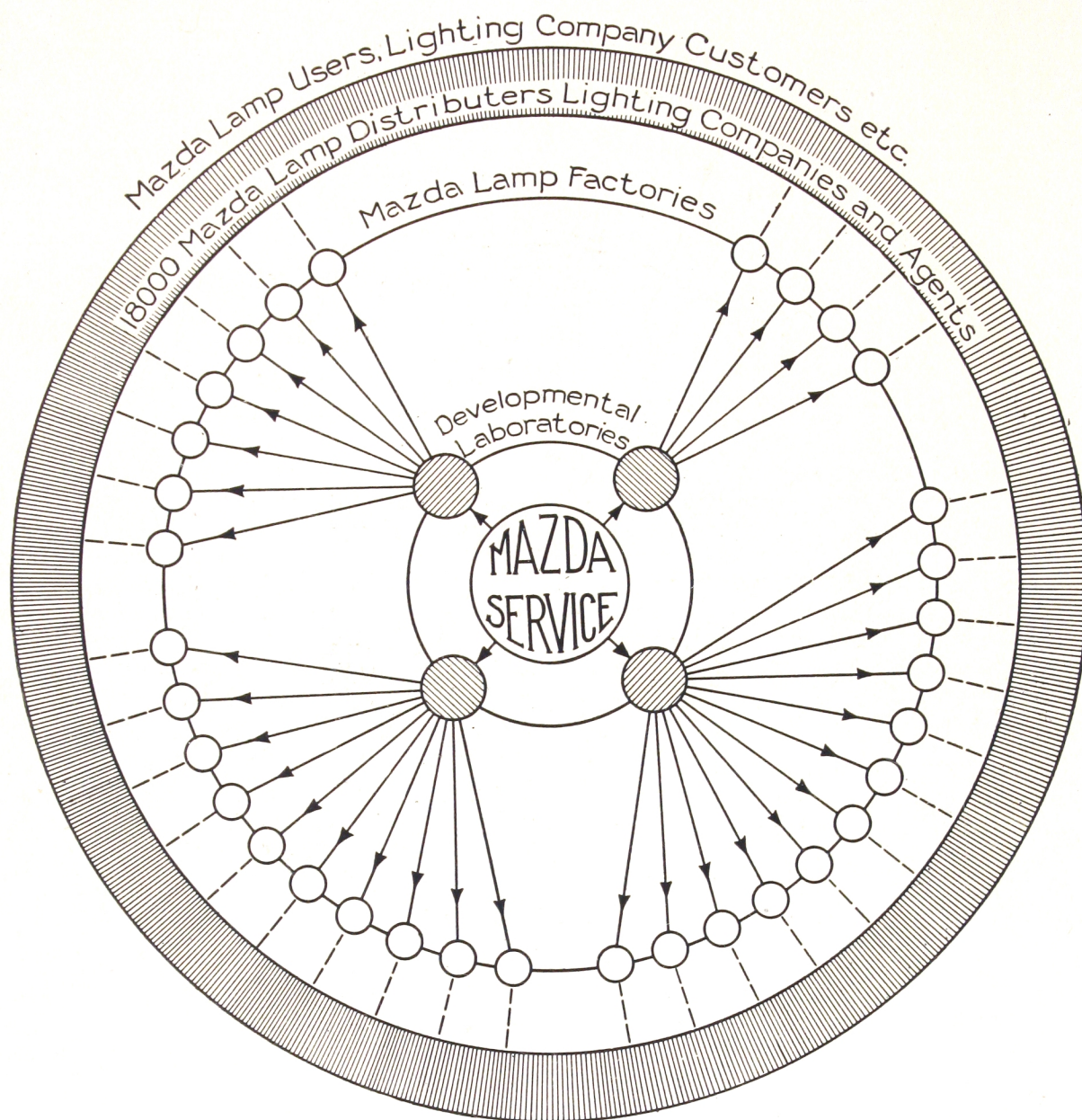


Chart Showing How MAZDA Service Distributes Information

By MAZDA service, the MAZDA manufacturers are immediately enabled to supply, through 18,000 distributors, to lamp users, the latest improvements and developments in incandescent lamps

MAZDA

The Lamp of a Thousand Uses

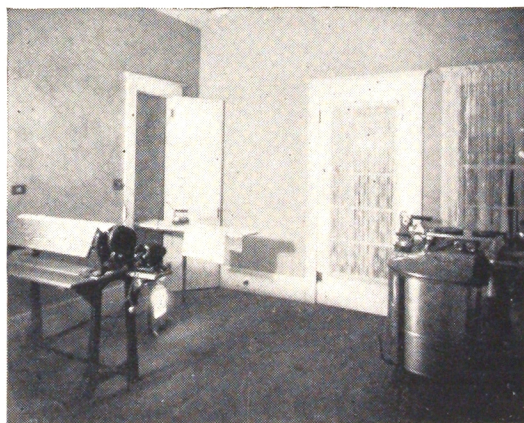
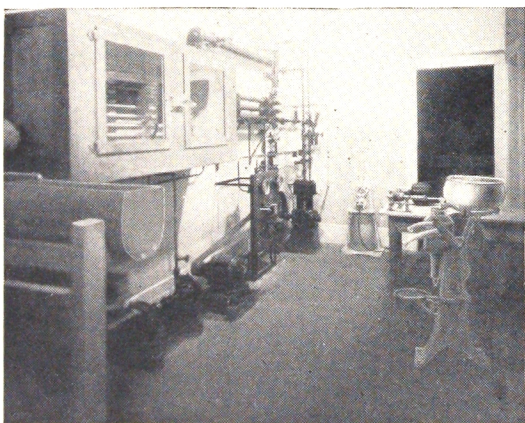
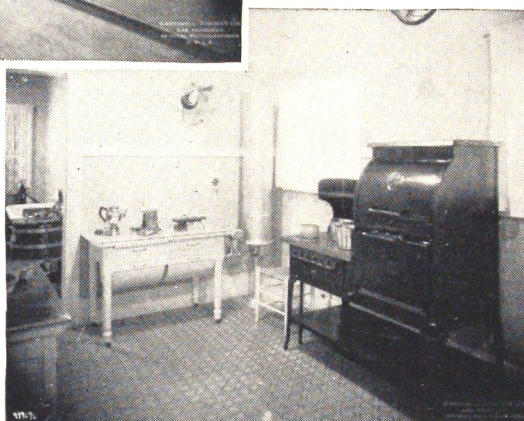
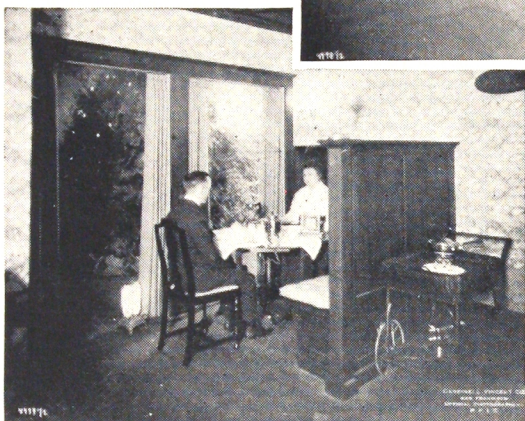
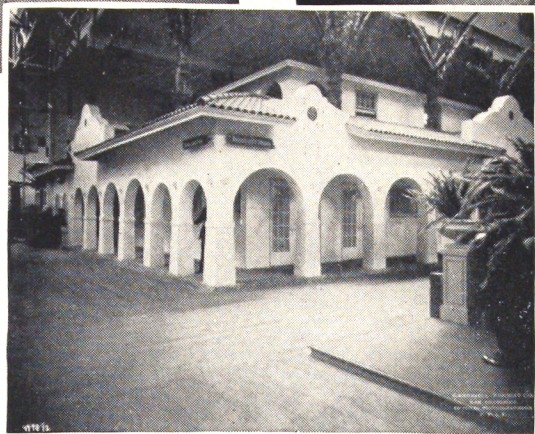
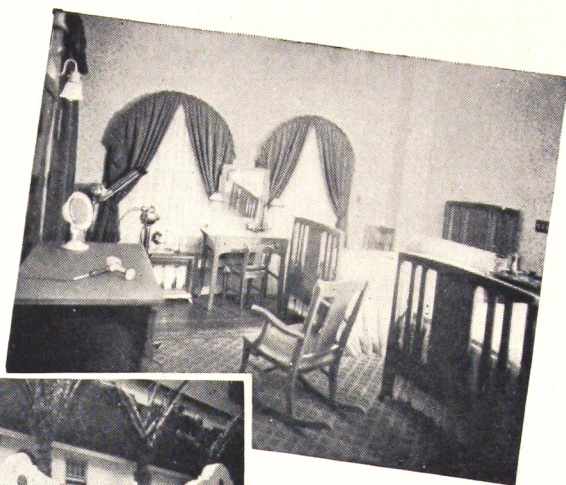


POCKET flashlight gives a lot of useful light. But examine it closely and you'll find a miniature MAZDA lamp no bigger than a pea. Hold this little lamp against a piece of white paper and you may be able to see the light giving filament, a hair-like thread of metal not more than $\frac{1}{8}$ of an inch long. Even smaller than this are the tiny lamps, no larger than a grain of wheat, used by physicians and surgeons.

Contrast these tiny light-givers with the 1000-watt MAZDA, a lamp with a glass bulb as large as a man's head—a powerful lamp that gives about 1700 candle-power. Then think how many intermediate sizes there must be, and you have some idea of the manifold uses of MAZDA lamps.

Your automobile is lighted by miniature MAZDA lamps—almost all cars are, today. Carriages and motor cycles are fast adopting the same kind of lighting. So are motor boats, cruising boats and aeroplanes. Battleships, submarines, ocean liners and all kinds of steamships find MAZDA lighting a necessity. Trolley cars, railroad trains, subway cars, all use MAZDA lamps. The flashing signs on the Great White Way are possible because of special little MAZDA sign lamps. The best lighted theaters, churches, stores, offices, hotels, factories and buildings of all kinds, are examples of MAZDA efficiency.

You are already familiar with the many useful and ornamental kinds of street lighting with incandescent lamps. For the elaborate and artistic effects produced by incandescent lamps at the Panama-Pacific Exposition, MAZDA lamps are indispensable.



Scenes From the Home Electrical, a General Electric Company Exhibit
in the Palace of Manufactures at the Panama-Pacific
International Exposition, San Francisco, 1915

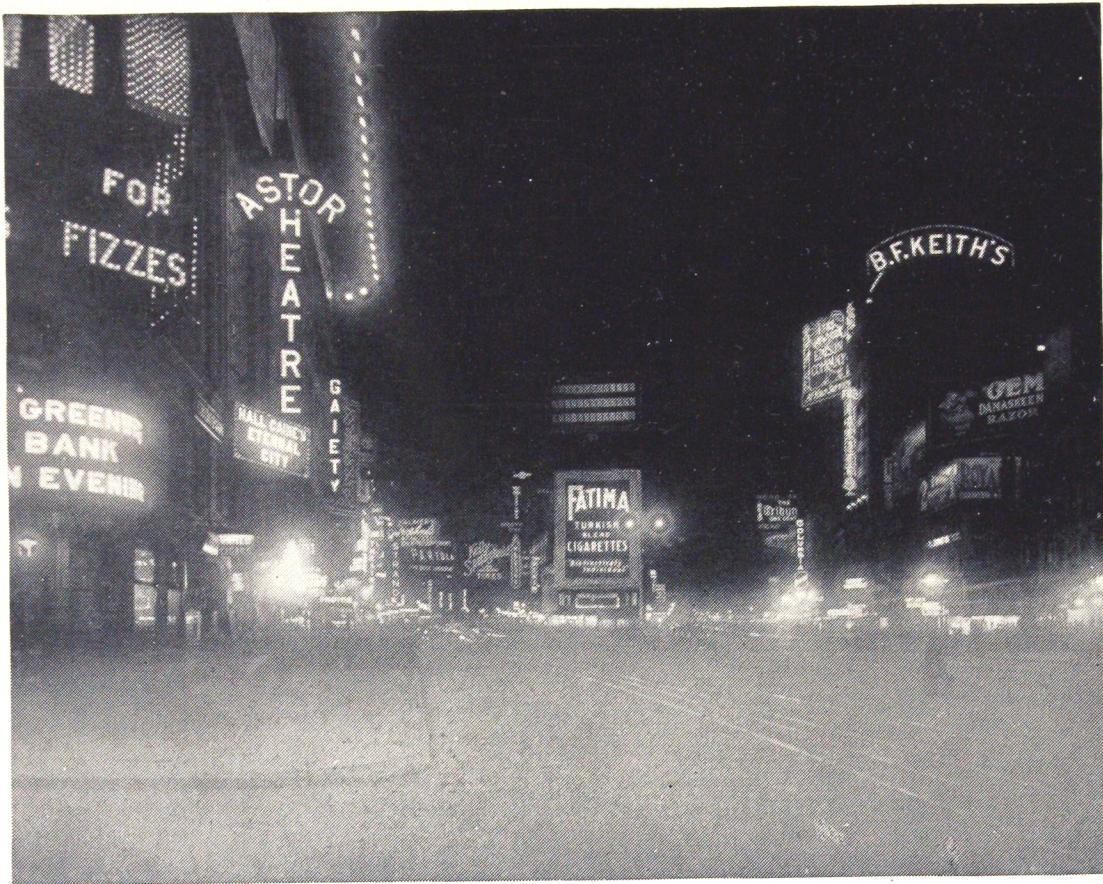


The Use of MAZDA Lamps in the New York Subways is a Striking Example of Their Durability in Unusually Hard Service

After all, probably the broadest use of MAZDA lamps is found in millions of electrically-lighted homes. Here it is that the three-fold economy of MAZDA lamps is reflected on the monthly bills, for MAZDA lamps make a dollar's worth of electricity go three times as far as with old style carbon lamps. Without increasing your monthly bills, the substitution of MAZDA for carbon lamps gives you three times as *much* light, or three times as *many hours* of light, or three times as *many rooms* lighted. The full advantage of this economy is found only when MAZDA lamps are used in *every* socket from cellar to garret.

In the long list of sizes you will find a MAZDA lamp for *every* purpose and a size for every lighting need.

In its many different factories the General Electric Company manufactures each week over a million MAZDA



MAZDA Sign Lamps that Make New York's Broadway the Great White Way

lamps. These are delivered to warehouses, branch offices and supply houses located in most of the important commercial centers. From these distributing depots the lamps are shipped to the 18,000 lighting companies and lamp agents that supply the public with MAZDA lamps. Hence, in every city and town where electric service is available, you will find distributors of MAZDA lamps. Etched on the glass bulb of each MAZDA lamp manufactured by the General Electric Company you will find two marks: MAZDA, the mark of MAZDA Service and  the trademark which is the guarantee of excellence on goods electrical.

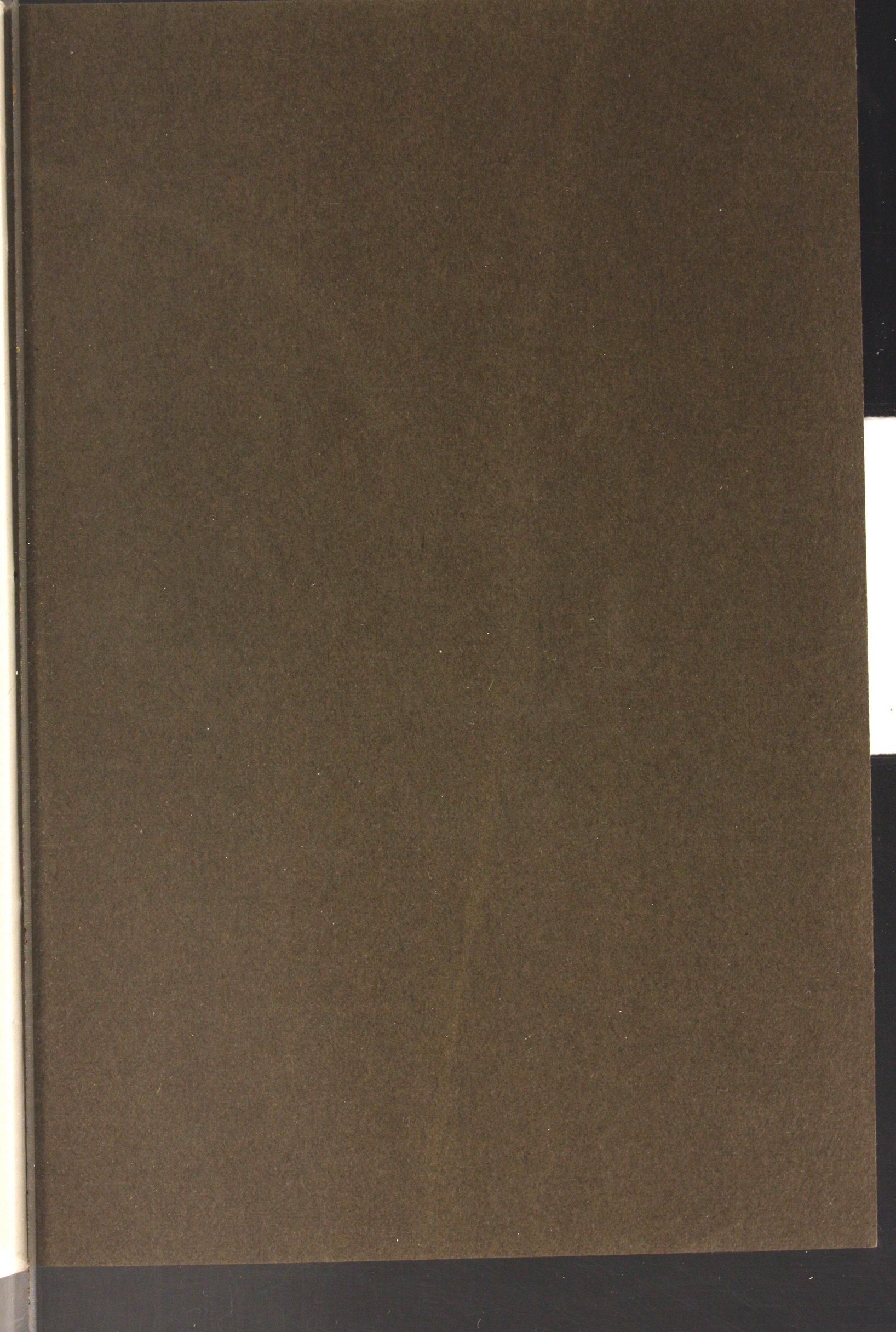


THE LAMP OF A THOUSAND USES

In the General Electric Company's Lamp Exhibit, in the Palace of Manufactures, Panama-Pacific International Exposition, San Francisco, are displayed all sizes and types of MAZDA Lamps, from tiny miniature lamps no larger than a pea to the large, powerful units giving thousands of candle-power.

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*The Guarantee of Excellence
on Goods Electrical*